We guarantee the savings we advertise to be genuine. See the goods and you are convinced.

THE BIG STORE

Consult the prices contained in this bill and you can't resist the appeal.

STUPENDOUS REDUCTION SALE

Down ! Down ! Down ! go the Prices with a Thundering Crash !

Our immense Stock mustundergo a Strenuous Reduction. We made good use of the stormy days and gave each Department a thorough overhauling. The result is that the most of our Goods are so reduced in price that this Sale should mean a marvellous reduction in the size of the Stock. NOW, READER, THIS IS YOUR CHANCE TO INVEST YOUR MONEY TO GOOD ADVANTAGE. Read carefully the following list of saving Prices and profit by them :

Staple DRY GOODS

00 yds Wrapperettes at ..... 3 yards for 25c
50 yards Flannelettes ..... 5c per yard
00 " " ..... 7½c per yard
370 " " ..... to clear at 9½c per yard
600 yards Fancy untearable Flannellette, was 15c for .. 12½c yd
150 yards check Shirtings ..... to sell at 7½c per yard
200 " ..... 9c "
170 " ..... 10½c "
400 " ..... 12½c "
190 yards Cottonades and Derry ..... 15c per yard
360 " " worth 25c for ... 19½c per yard
CHEAP SCOTCH TWEEDS, off patterns but choice cloths. Many Suit Lengths will be sold very cheap.

200 Men's and Boys' Shirts & Drawers, reg. 50 & 60c, now 39c
Heavier grades ..... at correspondingly low prices
300 Men's Top Shirts, were 50c and 60c, for 39c
150 Sateen Shirts, black, worth 1.00, for 69c
Many top shirts of heavy weights to be cleared at cut prices.
125 Print Shirts, worth $1.00 and 1.25 for each 59c
72 unlaundered print Shirts for ..... each, 47c

150 yards Towelling, worth 10c per yard for ..... 6c yd
200 yards Cretonnes, worth 12½c per yard for ..... 8½c yd
73 " 15c " ..... 12c yd
TABLE LINENS—Any of these at 20 per cent off this month
Large variety of Wash Goods, worth 18 to 22c, now ... 14c yd

Delainettes and Ginghams

Any of these that sold regularly at 15c on sale now at 12½c

Dress Goods

We have such an abundance of these that it would not be possible to describe what we are doing in this line ; suffice to say we are selling many dress lengths worth 1.00 and 1.25 for ..... 49c per yard
Come and see what we are doing in this department.

Remnants

All the short ends in the store are accumulated in one spot for you to look over and the price should appeal to you.

Small Wares

Pins ..... 1c paper Hair Pins ..... 1c bunch
165 yards Linen Thread ..... 1 cent

Carpets and Mattings

1 yard wide Ingrain Carpets worth 65c for 47½c
1 " " " " 45c for 37½c
1 " " " " 35c for 27½c
All short Ends at Snapping Prices.

Japanese Mattings all yard wide.

300 yds. Heavy Woven good design reg. 30c for 25c
260 yds. Pattern on one side reg. 25c for 20c
150 yds. " on both sides reg. 20c for 15c

Lace Curtains

8 prs 3½ yds. Nothingham Lace 54 in. wide reg. $2.00 for .. $1.59
7 prs Fish Nett Heavy pattern 52 in. wide reg. $2.75 for .. $1.95
6 prs Nottingham Lace Lock Stitch binding ..... reg. price $3.00 for .. $2.49
6 prs Nottingham Lace reg. price $3.75 for .. $2.95
4 prs Nottingham Lace 58 in. wide registered Hang easy ..... top. were $3.00 now $2.49
3 prs Fish Nett 54 in. wide were 4.50 now 3.75
3 prs Honey comb net 54 in. wide were 3.90 now 2.98
2 prs Fish Net 54 in. wide were 4.75 now 3.90
These are all 3½ yds. long and choice patterns. See them displayed up stairs.

FURS !

2 only Ladies' Astrachan Jackets, 30 in long sizes 40 and 42, worth $35, now **23.75**
1 only Astrachan, wide Isabelle sable collar, 26 in long, size 34, worth $45 for **33.00**
1 only Fur-lined, Alaska Sable collar, best muskrat lining to knee, reg. $85, now. **69.00**
4 Sable Ruffs, 6 and 8 real tails, worth 11.00 to 12.50, now **7.50**
1 Sable Ruff, long, with 10 tails, worth 16.50 for **11.90**
1 Sable Ruff, heavy, with heads and claws worth $20 for **15.50**
2 Sable Muffs, new shapes, worth 15.00 for 11.90
1 " worth 18.00 for 13.50
2 American Sable Muffs, worth 10.00 for 7.50
1 Isabella fox ruff, very long, worth 13.50 for 9.50
1 American sable ruff, very long, worth 13.50 for 9.75
Many small Furs ..... at low prices

Men's Fur Coats

2 real Galloways, were $42.00 now 31.50
1 siberian calf, was 35.00 now 26.50
1 Russian calf, was 34.00 now 26.00
1 Dyed Wombat, was 33.00 now 24.90
All our FUR CAPS AND MITTS .... at very small prices

Ladies' & Misses' Jackets

1 black and blue check, velvet trimmed, self reinforced back, new 17.50 for **12.50**
1 Mixed tweed, velvet collar, self strappings size 42, worth 10.50 for **8.25**
2 New mixed Tweeds, neat overbacks, velvet collars, sizes 34 and 36, worth 12.50 for **9.75**
2 Mixed tweeds, stole collars, neatly trimmed were 10.50 for **7.75**
3 Neatly made Misses Jackets of good quality worth 5.50 to 7.50 for ..... 4.50 and **5.75**

Ladies' Cravenettes for Spring

4 heavy dark grey worth 8.00 for 5.75
4 light cravenettes, plain grey worth 7.50 for 5.75
2 Priestley's Cravenettes, fawn, velvet collar $12 for 9.50
1 Covert cloth, worth 12.50 for 10.00

Ladies' Ready-to-wear Skirts

22 Ladies' Skirts of blue, black and mixed greys worth 5.00, 5.50 and 5.75 ; any of them at this Sale for **3.75**
9 only plain blue and grey, worth 2.75 for **1.98**
8 only closely pleated Panama Cloths in blue black and brown, worth 8.00 for **6.75**
27 Misses' Skirts in all colors to clear at ..... specially low prices

Hosiery and Gloves

Woollen Hose, worth 20 and 25c, now 12½c
Worsted Hose, worth 35c, now 21c
" 50c, now 39c
Ribbed Cashmere Hose, worth 50c, now 39c
LADIES' VESTS AND DRAWERS—all winter weights, to be sold at ..... close prices
Children's Vests, winter weight, from ..... 15c to 22c
LADIES BELTS, COLLARS, TIES, DOILIES AND Cushion Tops on display at enticing prices,

CLOTHING

For Men and Boys

17 Men's Suits, dark grey, double breasted coat, regular 10.00 suit for **7.90**
14 Men's Suits, single-breasted Coats, regular 7.50 for **5.95**
18 Men's Suits, double and single breasted coat, reg. price 14.00, now **11.90**
3 Men's black Overcoats, new, reg. price, 17.00 for **12.90**
5 Men's black Beaver cloth Overcoats, new, regular price 15.00 for **10.90**
3 Youths' black Overcoats, Melton's, new make regular price 10.50 for **8.75**
32 Heavy Tweed Overcoats at prices that mean a sure sale
13 Cravenette and Rubber coats at a stupendous reduction
MEN'S ODD PANTS, lots of them from ..... 98c to 2.79
BOYS' SUITS AND OVERCOATS—Don't forget that this price will suit the boys as well as the mothers

Wall Papers

Over 6000 rolls of good Patterns to choose from and will give you 25 % off regular price on straight stock and clearing lots at. **Half Price**

Crockery and Glassware

(Up-stairs)—Important Sale at Sacrifice Prices

3 Tea Sets 40 pieces, floral pattern, gilt embossed ; good value for 3.50, now **1.98**
3 Dinner Sets, 97 pieces, latest shapes, deep colors, gilt embossed, worth 11.00, now **8.95**
3 Dinner Sets—97 pieces, choice patterns and shapes, good colorings, heavy gilt embossed, worth 14.00 for **11.59**
1 only Dinner Set—97 pieces, worth 8.75 for **7.49**
1 only Dinner Set—97 pieces, plain with deep gilt embossing, worth 15.00 for **12.29**
1 Dinner Set—97 pieces, rich colorings and gilt embossed, worth 16.00 for **13.50**
21 Toilet Sets—10 pieces ; worth from 2.50 to 6.00, present sale price ..... 2.19 to **4.90**
Most of these Toilet Sets are made from choice Fielding's clay and are the newest floral patterns and designs.
All single pieces FANCY CHINAWARE at 20% off reg.
Hand Lamps, Goblets, Tea Service Sets--special low prices

Boots and Shoes

Space is not sufficient to enumerate on all these lines but we are giving real bargains here. We're clearing
Men's Gaiters, worth from 1.75 to 2.75 for ..... 1.00 pair
Ladies' and Misses Boots from ..... 50c to 1.19 pair
See them. There's an endless variety to choose from

HARDWARE

This Department has had a thorough shaking and prices were shaken to the bottom.

Graniteware

Large Teakettles worth $1.25 for ..... $o 89
Preserving Kettles. worth 75c for 63
Galvanized Pails, worth 50c for 40
" worth 40c for 33

Tinware

2 Pie Plates for ..... 5c 1 Pudding Dish for 5c
Milk Pails, 10 quarts, for 15c .... 15 quarts for 19c
Dish Pans. worth 25c for 20c
Universal Bread Mixer, was $2.75, now only 2 00
All the Aluminum ware in stock
To be sold at slaughter prices.
19 Nickle Kettles to be sold for each $1 50

Cutlery and Silver-Plated Goods

Silver Teaspoons worth $1 for 85c a dozen
Teaspoons worth 25c for 20c a dozen
Silver Table Spoons worth 25c each now 20 cents each
Silver Knives worth 3.50 a dozen. now only 2.98
Table Knives and Forks, one dozen each, 2.50 for 1.98
Table Knives only were 1.25 a dozen for 75c a dozen

Miscellaneous

Food Choppers were 1.75 ..... for ..... each, 1.49
Combination Vice, ... worth 4.00 ..... for 3.00
Nailing Hammers ..... worth 25c ..... for .20
Riveting Machines ..... worth 60c ..... for .49
Spades and Shovels, long or short handles ..... for .45
Scoop Shovels that were 1.25 ..... for .96
Manure Forks, ... 50c Curry Combs ..... for .10
Corn Horse Brushes. for .15
Horse Blankets worth 2.00 now 1.59 Worth 1.75. now 1.35
Worth 2.75, now 2.00
Harness Oil, regular 35c can for 25c. 20c can for .15
Handsleighs, worth 35c. now 25c. Worth 70c. for .50
Worth 95c. for .69
A lot of SKATES to be cleared at nearly half price.
All Carpenter's Tools at convincingly low prices.
Stoves, Ranges and Heaters at prices to suit purchasers.

Groceries, Fridays & Saturdays

DURING FEBRUARY

22 lbs Best Granulated Sugar ..... for $1 00
4 lbs Raisins, clean stock ..... for 25
4 lbs currants, clean stock ..... for 25
3 cans, 1 peas, 1 corn. 1 tomatoes .... for 25
Salmon, Empire brand, regular 18c .. for 15
" Sunflower brand, " 13c .. for 10
2 Bottles Reliable Polish, 10c each ... for 15
6 Cans of Sardines ..... for 25
7 Bars Crest Toilet Soap ..... for 25

Cash or Produce taken for Goods while Sale lasts.

Our Stock in all these lines is exceedingly large. We invite you to inspect all Dept's. before you purchase elsewhere

ALEX. RUSSELL

Find out for your own satisfaction what a saving you can make here during this stupendous Reduction Sale.

ONTARIO ARCHIVES
TORONTO